

LEO BURNETT U.S.A.

a division of LEO BURNETT TV COMPANY, INC.

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A man wearing a white cowboy hat, a white shirt, and a brown vest is riding a motorcycle. He is looking down at a cigarette in his hand. The background is a dark, textured wall. The Marlboro logo is visible on the left side of the image.

**Marlboro**

10 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

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